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Handout:

Before / After / Bridge and UPWORDS Explained

BEFORE-AFTER-BRIDGE AND UPWORDS EXPLAINED

Convince the reader to take action by helping them envision a world where their problem has been solved.

Start by writing about a current problem your reader can identify with. This step is essential: if you can't get the reader to envision this right off the bat, this formula won't work.

So make sure your “Before” part is clear and detailed – use a statement or a question to get the reader thinking:

Hitting daily workout goals isn't easy when you've got work, family, and everyday tasks to worry about too.

OR

Hitting daily workout goals isn't easy when you've got work, family, and everyday tasks to worry about too.

Follow up with the “After”, the ideal scenario in which your reader's challenge can be overcome using a tool or method you're able to provide. This should be a feasible and attractive scenario.

What if your phone could help you achieve your goals by telling you the perfect time of day to do them?

OR

Imagine a delivery service you could control with an app, delivering fruits, vegetables, and other household needs within 24 hours.

The “Bridge” is your solution - it's the thing you're selling. By connecting the reader with the problem you're trying to solve and helping them see how you can solve it, the bridge becomes very compelling.

Download 'FITNEZZ 2.0' and start achieving your fitness, running, and walking goals today!

OR

Amazon Prime now offers subscriptions to regular household items - create your own schedule and start your deliveries today!

If you follow this formula, you can paint a picture for a reader in need and about how your solution will make their life better.

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UPWORDS

is an acronym meaning: **U**niversal **P**icture **W**ords **O**r **R**elatable, **D**escriptive **S**entences.



Walt Disney World is over 27,000 acres in size, roughly the same as San Francisco.

This is a copywriting technique meaning to use interesting and relatable imagery to grab the reader's attention. If your product or service would impress people if you could describe how much work it does, how many people you support, or some other attribute, use UPWORDS to do it.



In a lifetime, each person produces an average of 25,000 quarts of saliva.
That could fill two swimming pools.

If Chicago area customers are looking for a dentist, they might look at different websites. Since they know experience is important, a dentists could write that his office has seen 5 to 10 patients a day every day for the past 10 years. But by using UPWORDS, they could highlight the total number of patients - over 40,000 - and say



Our office has been so busy, you could fill Wrigley Field with all of our patients!

The image is a familiar one that resonates with the audience.

Make sure the picture or description is always **clear and easy to imagine**. Don't make it too complex or the meaning will be lost, like



We've built so many websites, if you took each web page and printed it out on legal size pieces of paper, and you laid out those papers end to end, the papers would reach to the moon and back 11.3 times!

Why would you print out a website? And how big is a legal size piece of paper?

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NOTES:

There are more formulas you could try, of course, and each one has its own angle depending on what you're trying to promote or get people to do:

With the **Before / After / Bridge** formula, you tell people about a current problem or a situation that's no good, and then you tell them about the After, what the ideal situation looks like - something your audience would like. And lastly, you give them the Bridge, telling them how to get from the Before to the After.

"Don't you hate when laundry piles up? Wouldn't you love to get rid of washing machines forever? Our Wash-O-Matic Service can take care of all your laundry needs."

And there's another cool formula called **UPWORDS**, which stands for: Universal Picture Words Or Relatable, Descriptive Sentences. Basically, it means to use interesting and relatable imagery to grab the reader's attention. If there's a great metaphor or comparison you can make to explain the value of your product, use it.

"Our landscaping crew can handle any project - they mowed 70 acres of grass last week - that's like 100 football fields!"